What is claimed is:

1.   An advertisement system comprising:

        a portable communication terminal capable of displaying an advertisement on a standby screen;

        a terminal management device for managing said portable communication terminal; and

        an advertisement broadcast device for storing advertisement data provided by an advertisement broadcaster,

        wherein said terminal management device has

        notification means for, when a registration request for first information representing that said portable communication terminal is an advertisement display terminal and second information representing an advertisement broadcaster designated by said portable communication terminal is issued, notifying said advertisement broadcast device of the registration request including the first information in accordance with the second information,

        registration means for registering the first information and the second information when said advertisement broadcast device sends registration acceptance in response to the registration request notification from said notification means, and

        display control means for, when advertisement data is received from said advertisement broadcast

26 device which is a registration acceptance notification

27 source, transmitting the received advertisement data to

28 said portable communication terminal on the basis of the

29 registered first information and the registered second

30 information, and displaying the advertisement data on

31 the standby screen of said portable communication

32 terminal.

2.   A system according to claim 1, wherein when a

2 registration cancel request for said portable

3 communication terminal is issued, said registration

4 means cancels registration of the first information and

5 the second information, and said notification means

6 notifies said advertisement broadcast device of

7 cancellation of registration of said portable

8 communication terminal.

3.   An advertisement system comprising:

2   a portable communication terminal capable of

3 displaying an advertisement on a standby screen;

4   a terminal management device for managing said

5 portable communication terminal;

6   a server which is connected to Internet and

7 has a plurality of advertisement pages that store

8 advertisement data; and

9   an advertisement management device for

10 managing each advertisement page of said server,

11   wherein said advertisement management device

12   has registration means for registering URL of an

13   advertisement page in said terminal management device,

14   and

15   said terminal management device has

16   search means for, when said portable

17   communication terminal sends URL of an Internet page,

18   searching URLs registered by said registration means for

19   the sent URL,

20   notification means for notifying said

21   advertisement management device of the searched URL when

22   said search means finds out the URL,

23   transmission means for, when said

24   advertisement management device sends back registration

25   acceptance in response to the URL notification from said

26   notification means, transmitting the

27   registration-accepted URL to said portable communication

28   terminal,

29   request means for, when a transmission request

30   for advertisement data of an advertisement page

31   corresponding to the URL is received from said portable

32   communication terminal in response to transmission of

33   the URL, requesting transmission of the advertisement

34   data corresponding to URL of said server, and

35   display control means for, when the

36   advertisement data is received from said server in

37   response to the advertisement data transmission request,

38 transmitting the received advertisement data to said

39 portable communication terminal, and displaying the

40 advertisement data on the standby screen.

4.   A system according to claim 3, wherein when

2 said portable communication terminal sends cancel

3 information based on cancel of the standby screen, said

4 notification means notifies said advertisement

5 management device of the cancel information.

5.   An advertisement display method in a system

2 having

3   a portable communication terminal capable of

4 displaying an advertisement on a standby screen,

5   a terminal management device for managing the

6 portable communication terminal, and

7   an advertisement broadcast device for storing

8 advertisement data provided by an advertisement

9 broadcaster, comprising the steps of:

10   when a registration request for first

11 information representing that the portable communication

12 terminal is an advertisement display terminal and second

13 information representing an advertisement broadcaster

14 designated by the portable communication terminal is

15 issued, sending a registration request notification

16 including the first information from the terminal

17 management device to the advertisement broadcast device;

18   registering the first information and the

19 second information in the terminal management device

20 when the advertisement broadcast device sends

21 registration acceptance;

22   when the advertisement broadcast device which

23 has sent registration acceptance transmits advertisement

24 data, transmitting the advertisement data from the

25 terminal management device to the portable communication

26 terminal in accordance with the registered first

27 information and the registered second information; and

28   displaying the advertisement data transmitted

29 from the terminal management device on the standby

30 screen of the portable communication terminal.

6.   A method according to claim 5, further

2   comprising the steps of:

3   canceling registration of the first

4   information and the second information by the terminal

5   management device upon reception of a registration

6   cancel request from the portable communication terminal;

7   and

8   at the same time, notifying the advertisement

9   broadcast device from the terminal management device of

10 cancellation of registration of the portable

11 communication terminal.

7.   An advertisement display method in a system

2   having

3   a portable communication terminal capable of
4   displaying an advertisement on a standby screen,

5   a terminal management device for managing the
6   portable communication terminal,

7   a server which is connected to Internet and
8   has a plurality of advertisement pages that store
9   advertisement data, and

10   an advertisement management device for
11 managing each advertisement page of the server,
12 comprising the steps of:

13   registering URL of an advertisement page from
14 the advertisement management device in the terminal
15 management device;

16   when the portable communication terminal sends
17 URL of an Internet page, searching registered URLs for
18 the sent URL to notify the advertisement management
19 device from the terminal management device of the
20 searched URL;

21   when the advertisement management device sends
22 registration acceptance in response to the URL
23 notification, transmitting the registration-accepted URL
24 from the terminal management device to the portable
25 communication terminal;

26   when the portable communication terminal
27 requests transmission of advertisement data of a
28 corresponding advertisement page in response to

29 transmission of the URL, requesting transmission of the

30 advertisement data corresponding to the URL of the

31 server from the terminal management device;

32   when the advertisement data is received from

33 the server in response to the advertisement data

34 transmission request, transmitting the received

35 advertisement data from the terminal management device

36 to the portable communication terminal; and

37   displaying the advertisement data transmitted

38 from the terminal management device on the standby

39 screen of the portable communication terminal.

8.   A method according to claim 7, further

2 comprising the step of, when the portable communication

3 terminal sends a registration cancel request, notifying

4 the advertisement management device from the terminal

5 management device of the registration cancel request.

9.   An advertisement display program in a system

2 having

3   a portable communication terminal capable of

4 displaying an advertisement on a standby screen,

5   a terminal management device for managing the

6 portable communication terminal, and

7   an advertisement broadcast device for storing

8 advertisement data provided by an advertisement

9 broadcaster, comprising a program which executes the

10   steps of:

11   when a registration request for first

12   information representing that the portable communication

13   terminal is an advertisement display terminal and second

14   information representing an advertisement broadcaster

15   designated by the portable communication terminal is

16   issued, sending a registration request notification

17   including the first information from the terminal

18   management device to the advertisement broadcast device;

19   registering the first information and the

20   second information in the terminal management device

21   when the advertisement broadcast device sends

22   registration acceptance;

23   when the advertisement broadcast device which

24   is a registration acceptance notification source

25   transmits advertisement data, transmitting the

26   advertisement data from the terminal management device

27   to the portable communication terminal in accordance

28   with the registered first information and the registered

29   second information; and

30   displaying the advertisement data transmitted

31   from the terminal management device on the standby

32   screen of the portable communication terminal.

10.   A program according to claim 9, further

 2   comprising a program which executes the steps of:

 3   canceling registration of the first

4   information and the second information by the terminal

5   management device upon reception of a registration

6   cancel request from the portable communication terminal;

7   and

8   at the same time, notifying the advertisement

9   broadcast device from the terminal management device of

10   cancellation of registration of the portable

11   communication terminal.

11.   An advertisement display program in a system

2   having

3   a portable communication terminal capable of

4   displaying an advertisement on a standby screen,

5   a terminal management device for managing the

6   portable communication terminal,

7   a server which is connected to Internet and

8   has a plurality of advertisement pages that store

9   advertisement data, and

10   an advertisement management device for

11   managing each advertisement page of the server,

12   comprising a program which executes the steps of:

13   registering URL of an advertisement page from

14   the advertisement management device in the terminal

15   management device;

16   when the portable communication terminal in

17   no-use sends URL of an Internet page, searching

18   registered URLs for the sent URL to notify the

19   advertisement management device from the terminal

20   management device of the searched URL;

21   when the advertisement management device sends

22   registration acceptance in response to the URL

23   notification, transmitting the registration-accepted URL

24   from the terminal management device to the portable

25   communication terminal;

26   when the portable communication terminal

27   requests transmission of advertisement data of an

28   advertisement page corresponding to the URL in response

29   to transmission of the URL, requesting transmission of

30   the advertisement data corresponding to the URL of the

31   server from the terminal management device;

32   when the advertisement data is received from

33   the server in response to the advertisement data

34   transmission request, transmitting the received

35   advertisement data from the terminal management device

36   to the portable communication terminal; and

37   displaying the advertisement data transmitted

38   from the terminal management device on the standby

39   screen of the portable communication terminal.

     12.   A program according to claim 11, further

 2   comprising a program which executes the step of, when

 3   the portable communication terminal sends a registration

 4   cancel request, notifying the advertisement management

 5   device from the terminal management device of the

6   registration cancel request.